Concordia University
Faculty of Commerce and Administration
Faculty Council
Friday, December 6, 1996

M i n u t e s

Present: M. Anvari (Chair)
T. Balazic (CASA), V. V. Baba (Mana.), C. Bayne (DS&MIS), A. Brodt (Fina.), M. Buyukkurt (DS&MIS), J. Craighead (Acco.), M. El Louadi (DS&MIS), J. Etezadi (DS&MIS), S. Fata (CGSA), G. Fayerman (Acco.), D. Franklin (Mana.), T. Geha (CASA), Z. Gidengil (Mktg.), J. Hall (Mana.), A. Hochstein (MBA), A. B.Ibrahim (Assoc.Dean), A. Jalilvand (Fina.), G. Johns (Mana.), G. Lypny (Fina.), L. McGown (Mktg.), J. McIntosh (Econ.), G. Martin (Comp.Sci.), D. Morin (Assoc. Dean), R. J. Oppenheimer (Mana.), F. Rashkovan (Mana.), P. Regimbald (Reg.), N. Rego (CASA), J. A. Rosenblatt (Mktg.), A. Satir (DS&MIS), M. Sharma (DS&MIS), T. J. Tomberlin (Assoc. Dean), N. Urbain (CASA), C. Vallejo (Mod. Lang.)

Regrets: A. Del Bianco (CASA), S. Hoffman (Lib.), G.Kanaan (Acco.), A. Lavack (Mktg.), R. Molz (Mana.), I. Sinclair (CGSA), M. Thakor (Mktg.), K. Tsolakos (CASA), L.-P. Vezina (CASA)

I **Call to Order**
The meeting was called to order at 9:35.

II **Closed Meeting**

III **Open Meeting**

IV **Approval of Agenda - CAFC-96-07A**
IT WAS MOVED BY A. JALILVAND AND SECONDED BY M. SHARMA THAT FACULTY COUNCIL APPROVE THE AGENDA, CAFC-96-07A, AS PRESENTED.

THE MOTION WAS CARRIED UNANIMOUSLY.

V **Approval of the Minutes - CAFC-96-06M**
IT WAS MOVED BY J. HALL AND SECONDED BY M. SHARMA THAT FACULTY COUNCIL APPROVE THE MINUTES OF THE FACULTY COUNCIL MEETING HELD OCTOBER 25, 1996, CAFC-96-06M, AS PRESENTED.

THE MOTION WAS CARRIED UNANIMOUSLY.

VI **Chair's Remarks and Question Period (15 minutes maximum)**
The Chair reported that the visit of the AACSB Peer Review team has resulted in a favourable recommendation to the AACSB Accreditation Committee which will meet February 17, 1997. Assuming the recommendation is accepted, the committee will then recommend to the AACSB Board that accreditation be granted to the Faculty. Until an official letter has been received from the Board, which will meet in March, no announcements can be made by the Faculty.

The Chair reported that copies of a comprehensive report submitted to the Faculty by the AACSB Peer Review team are available for examination with the Department Chairs and Program Directors. He noted that the recommendations contained in the document could provide a blueprint for continuous quality improvement in Faculty programs and operations. The major areas of concern to the team are: the low level of research output in the Department of Accountancy, the maintenance of full-time faculty coverage ratios and the impact of budget restraints on the continuous quality improvement of Faculty programs.

With regard to the AACSB coverage ratios, the Chair announced that a computer system is being developed to assist the Department Chairs to see the impact on coverage when making course assignments. It is

hoped that the system will be operational by April 1997.

With regard to the University budget, the Chair reported that the 1997-98 estimated university cut is $16M which would be followed by an $8M cut for 1998-99 and 1999-2000. Discussions continue as to how the reduction will be managed.

With regard to the Faculty 's proposal for a self-financing undergraduate program for foreign students, the Chair reported that the Board of Governors has approved a self-financing stream with a slight increase in tuition fees.

With respect to the AMBA program, the Chair reported that negotiations with IATA for financial support are in progress and many initiatives are being undertaken to increase program enrolment.

IT WAS MOVED BY A. B. IBRAHIM AND SECONDED BY A. JALILVAND THAT FACULTY COUNCIL GRANT SPEAKING PRIVILEGES TO G. LYPNY, DIRECTOR OF THE CENTRE FOR INSTRUCTIONAL TECHNOLOGY.

THE MOTION WAS CARRIED UNANIMOUSLY.

G. Lypny announced that all faculty, students and staff will have access to Commons, a communications system which has just been installed by the CIT staff. He explained that Commons is collaborative software which will allow students, faculty and staff to log in from their offices or homes and use conferences , a type of electronic bulletin board, to assist in delivering courses, collaborate on research, submit assignments, etcetera. Approximately 20,000 institutions use this system providing the opportunity for future link ups with universities in Canada, the U.S. and Europe for cooperative and collaborative programs. A memorandum describing how to access the system will be sent to all members of the Faculty early next week. Some technical assistance will be available from the Centre or by contacting G. Lypny by e-mail.

The members of the CIT were congratulated for initiating the system and for the excellent web site produced for the Faculty. It is expected that an interactive web site for the undergraduate program will be ready by March 1997.

IT WAS MOVED BY J. HALL AND SECONDED BY R. J.OPPENHEIMER THAT FACULTY COUNCIL GRANT SPEAKING PRIVILEGES TO G. FAYERMAN, DIRECTOR, DIPLOMA IN ACCOUNTANCY PROGRAM.

THE MOTION WAS CARRIED UNANIMOUSLY.

G. Fayerman announced the following results of the Uniform Final Examinations offered by the Canadian Institute of Chartered Accountants: 61/76 first time writers passed for an 80.3% pass rate; the Quebec overall pass rate was 51%. 12/15 repeaters passed for an 80% pass rate; the Quebec pass rate was 38.3%. Concordia's overall pass rate was 80.2% compared to an overall Quebec pass rate of 45.6% and a national pass rate of 58.3%. 6 of the top 10 students in Quebec were Concordia students with Concordia's Patrice Ouimet placing first in Canada , Philippe Tomic placing 4th, Natalie Uson placing 5th, Melissa Monk placing 6th, and Gerry Grigoropoulos and Irena Piorkowski placing 7th in Quebec.

IT WAS MOVED BY V. V. BABA AND SECONDED BY R. J. OPPENHEIMER THAT FACULTY COUNCIL EXTEND THANKS AND CONGRATULATIONS TO THE STUDENTS, FACULTY AND STAFF FOR THEIR GREAT SUCCESS IN THE 1996 UNIFORM FINAL EXAMINATIONS.

THE MOTION WAS CARRIED UNANIMOUSLY.

In response to a question about the AACSB ratios, the Chair explained that 60% of undergraduate and 70% of graduate courses must be taught by full-time faculty.

VII **Faculty Council Elections**

1. One full-time faculty member to serve on the Faculty Elections Panel to replace Professor B. Markland effective January 1, 1997.
   D. Franklin was elected by acclamation to replace B. Markland on the FC&A Elections Panel. The term of appointment is effective immediately and terminates May 31, 1998.

VIII **Business Arising from previous meeting**

IX **Report: Undergraduate Programs, Academic and Student Affairs**

With regard to recruitment, D. Morin reported that a list of potential new students has been compiled from recent French and English CEGEP visits. They will all be invited to attend the Faculty's Open House February 4 and 5, 1997. She reported that the scheduling for 1997-98 has been completed and advised that preparations are being made for the January assessment of new students and students on conditional standing. Faculty mentors will receive copies of their students' transcripts. In conclusion, she reminded Council members of her office's commitment to adopt-a-family as a Christmas project. All donations were welcomed.

X **Report: Graduate Programs, Research and Program Evaluation**

With regard to research, T. J. Tomberlin reported that twenty grants have been awarded by the Research Committee for a total of $35,000. The second call for proposals will be issued in January and a third call before the end of the winter semester. Guidelines for requests for data purchases and related research materials amounting to less than $500 will be issued prior to the holidays.

With regard to appraisals, T. J. Tomberlin reported that the DIA/DSA Faculty Appraisal committee report is expected by mid-December. The new University Appraisals Committee, composed of six members from the Faculty of Arts and Science and two members from the other three Faculties, will consider the appraisals for the departments of Management and DS&MIS in January. Professors Jalilvand and McGuire represent the Faculty of Commerce and Administration. The M.Sc. Faculty appraisal was discussed at the Council of the School of Graduate Studies and will be discussed at the January meeting of Faculty Council.

XI **Report: External Affairs and Executive Programs**

J. A. Rosenblatt announced the success of the Contemporary Business Thinking seminar. A video tape of the proceedings is available and preparation will begin for next semester's seminar. He reported the positive feedback received from the first Faculty newsletter. The next newsletter will be a special edition to be issued in March after receipt of official AACSB accreditation. In conclusion, he reported that a Marketing Sub-committee of the Faculty Advisory Board has been established composed of Denis Lussier, Standard Life Assurance Company, Mackie Vadacchino-de Massy, Murray Axmith Inc., Cheryl Hayes, Communication Cheryl Hayes Inc., Pierre Brunet and J. A. Rosenblatt. The objective of the sub-committee is to develop a strategic marketing and public relations plan for the Faculty and to ensure a professional publicity campaign for the announcement of the AACSB accreditation. It was suggested that a standing committee for Marketing and Public Relations be established.

D. Doreen reported that the AMBA Program was hosting a monthly Distinguished Speakers Series Program. The first speaker was P. Jeanniot, Director General of IATA. Other speakers who have been invited and will either appear in person or via video-conference includePhilippe Rochat, Secretary General of ICAO, the head of Swiss Air, the head of the British Airport Authorities and the head of the Civil Aviation Authority of Singapore.

XII **Report: Administrative Affairs and Human Resources**

A. B. Ibrahim reported on the reorganization of the Centre for Instructional Technology. The mandate and organizational chart will be distributed to all faculty and staff next week.

XIII **Reports from Faculty Representatives on University Committees**

1. **University Senate**
   A. Jalilvand reported that a special meeting of Senate has been scheduled for Friday morning,

December 13 to address short-term and long term budgetary issues.

2. **Arts and Science Faculty Council - CAFC-96-07A-01**
The report submitted by C. Draimin was received. It was agreed that C. Draimin would be contacted for clarification of the status of French CEGEP Graduations.

3. **Senate Academic Planning and Priorities** - There was no report.

4. **Senate Academic Programs Committee** - There was no report.

5. **Senate Research Committee**
T. J. Tomberlin reported that two areas of concern have been identified in Dr. Lightstone's document in the responses of the Council of the School of Graduate Studies and the Senate Research Committee: (i) the absence of the acknowledgement of the importance of graduate studies and research and (ii) the need to develop a mechanism to measure the quality of research and graduate programming. He announced that the committee has recommended to Senate the establishment of two Research Fellows per year selected on the basis of research excellence over a 5 - 6 year period. The document describing the Policies and Procedures for the Establishment, Development and Support of University Research Centres was approved. He noted that the Arts & Science Faculty have three centres and Engineering and Computer Science have eight. The establishment of Commerce Research Centres will be pursued by the Faculty Research committee.

6. **Senate Academic Services Committee**
D. Morin reported that the committee has approved the revision of the MED grade. Only long term illnesses will now receive a MED grade. This is a permanent grade. Short-term illnesses will require that the student write the next exam. The committee also considered the academic and financial implications of the various Faculty policies for granting retroactive DNEs. This issue will be further discussed at the next meeting. In conclusion she reported that the Task Force to study the feasibility of a fifteen week semester has not made a positive recommendation because of the number of common examinations.

It was confirmed that the MED grade revision, if adopted by Senate, would apply to both graduate and undergraduate students.

7. **University Library Committee** - There was no report.

8. **Undergraduate Scholarships and Awards Sub-committee** - There was no report.

9. **Computer Resources Committee** - There was no report.

10. **Board of Governors** - There was no report.

11. **Council of Graduate Studies - CAFC-96-07A-02**
The report submitted by G. Kanaan was received.

XIV Reports from Student Associations

1. **C.A.S.A. Report**
T. Geha reported that the Commerce Games will take place at the University of Ottawa on January 10, 1997. She thanked all the faculty who have helped prepare the students for the competition. The Undergraduate Business Games Competition, which will include eleven universities from across Canada, will take place on the Loyola Campus from January 17 - 19, 1997. Faculty members are welcome to attend the opening ceremonies. Lastly she reported that the Commerce Year book committee was now seeking sponsorship for the publication.

2. **C.G.S.A. Report**

S. Fata reported that the MBA International Case Competition will take place January 14 - 18, 1997 and he announced that the CGSA and the MBA Case Competition organizers will sponsor a cocktail along with Nortel and Midland Walwyn in an effort to increase on-campus recruiting.

XV New Business

1. **FC&A response to the planning document of the Provost and Vice-Rector, Research (1 hour discussion) - CAFC-96-07A-03**

The Chair explained that the document addresses only the issues related to the Faculty of Commerce and Administration. He drew attention to the last paragraph of the introduction which states the Faculty's disappointment that budgetary allocations to date have not been related to identified priorities but rather on a pro rata basis resulting in the proportional budget being identical today to the 1994 budget. He advised that once the document was approved it would be forwarded to the Senate Academic Planning and Priorities Committees and subsequently to Senate.

A discussion ensued during which several editorial changes were made. It was agreed that for the purpose of the document the term intellectual contribution would be qualified by the statement "as defined by the American Assembly of Collegial Schools of Business". The Chair stated that the sensitivity of some faculty members to the terminology may be appreciated, however, faculty members need to accept that the AACSB definition of intellectual contribution is congruent with the commitment that the Faculty has made to graduate and undergraduate students.

Concern was expressed by several members of Council about the absence of a Faculty plan for increases to the faculty complement of 5% and 10%. The Chair agreed to add a paragraph articulating the benefits of increased resources to the mission of the Faculty.

In the reference to specific areas in need of strengthening in their research core and an increase in intellectual contributions, the Chair agreed to insert a sentence to clarify that the departments of Accountancy and Decision Sciences and MIS need additional qualified faculty members.

In response to strong concern expressed about the proposed increase in faculty teaching loads, the Chair stated that it would be unwise for the Faculty Council to take a position on an issue while the negotiations between the University and the faculty union are ongoing.

IT WAS MOVED BY A. B. IBRAHIM AND SECONDED BY J. A. ROSENBLATT THAT A. SATIR, MEMBER OF THE FACULTY PLANNING AND BUDGET COMMITTEE, BE GRANTED SPEAKING PRIVILEGES.

THE MOTION WAS CARRIED UNANIMOUSLY

A. Satir apologized for not making revisions to page four when the document was discussed by the Faculty Planning and Budget committee. Council members agreed that the first sentence should be modified to read "strengthen" the research core.

It was agreed that the Chair would make the recommended amendments to the document and forward it to SCAPP. Copies of the revised document shall be sent to the department Chairs and the Program Directors.

XVI Other Business

IT WAS MOVED BY V. V. BABA AND SECONDED BY J. MCINTOSH THAT THE MEETING BE ADJOURNED.

THE MOTION WAS CARRIED UNANIMOUSLY.

The next regular meeting of Faculty Council is scheduled to take place on Friday, January 10, 1997 at 09:30 in room GM403-2.